

Subject: Re: Updates / Questions

Date: Friday, November 13, 2015 8:29:33 AM Pacific Standard Time

From: Jessica Lall

To: Laura Hill

Hi Jessica,

A few follow up points from our chain below and a few new updates/questions (highlighted):

Updates

-Resident Resources Packet: There were several "Phase II" items (construction site numbers, useful print and online publications, etc.), which I plan to update. My only hesitation is that if Michelle suggests major content changes and/or Todd suggests major design changes, it would make sense to make all of these changes at once. I am not sure how far we are from our final product for the resident packet, and we may not even have an idea of what that will look like until we meet with a couple of our content/design experts. I guess my question is, in your opinion, is it close to the final product as is and do you want me to make changes accordingly, or should we wait to see how much it may change?

- We didn't receive feedback on the packet from the HOA event. We could also send a copy to the residential group and ask again more directly that they email thoughts.
- Michelle is **out of town Nov. 15th – 24th** – sorry I had no idea this was coming up! She suggested the 25th for a meeting, but as you know I am out of town. How would you like to proceed?

-Press Releases: Just to be clear, you do not need to see a rough draft of the parklet press release this week, but do need to see a communications calendar w/ our other press releases.

- It looks like we may see the construction fence project before the parklet, so I will send an outline to you before the end of next week.

sounds great

-Claire Lunch: Sorry for the miscommunication - I only meant to say that her last week is approaching, not that we would have to do lunch that week. Claire says she is flexible. I understand completely if you'd prefer we just take her, though!

let's discuss dates in person

-Misc.

-Noted on HOA follow up and next steps. I will give you an update on our progress next week.

-Flyers did go out asap on Tuesday to our residential buildings, just an FYI.

-We will go over the business favors spreadsheet as part of my presentation at the retreat. Please let me know if you had hoped to see it sooner.

that's fine

-Capt Oreb is out of town 12/9. Silvia connected me to Capt. Graham's secretary, and he has been invited. Waiting on confirmation.

great

-Linda is sending me GC promotional materials before the end of the day.

-Just an FYI that there is another in the series of homelessness/poverty initiative meetings today, so I may be out of the office by the time that you arrive. I will be back to the office before heading to the Coffee w/ Becerra event this evening.

-Small Business Saturday plans are kicking off. Feel free to take a look at the hidden page I started: <http://southpark.la/small-business-saturday/>. So far, we haven't worked anything out with the other BIDs. Will continue to pursue that.

Page looks good – I would remove "DTLA" from homepage...and remove the "s" from Saturday in paragraph 3. Maybe have a place for a biz to sign up in case they see it?

Questions

-I have not seen where we keep track of PTO or how to ensure it up to date – could you let me know? Or, I can chat with Priscilla next week. All I am aware of is the Google calendar, which I will update with tentative time off in December.

it's just a shared sheet with the following headers "Date, Time, reason"

-Lunch time is a go for CocoFresh! They said they are pretty flexible. Thursdays would be the best day, but Wednesdays also work well. Are there a couple of dates that we can hold on your calendar that I can share with them? Hope to confirm before the end of the week. let's do this in person

-Completed the district walk for SP II. Another pair of eyes on everything would be helpful and I believe Josh is planning to head out this week. Thoughts for our neighborhood guide, though — the majority of the businesses are not ones that you would walk to and visit (lots of manufacturers, law offices - quite a few in gnarly looking locations) -- I don't know that I see the value in including all of them in our guide. If I were a visitor or resident picking up the guide, I would mainly want to know where the restaurants and bars are, then shops & services, then landmarks (like public art, YWCA centers, etc.). **What do you think about the tiers that I am creating for our businesses also applying to the neighborhood guide?**

Yes this should mirror the website as closely as possible...

-Just want to see how important you feel that it is that we work with Ryan Birtcher to create a "cool" South Park video? He asked if we would like to try to film and create a ~5 minute video before the end of the year. His specific suggestion is to have his company guide us on the creative end, starting with a meeting with the team to see what our goals are, re-shoot footage with a better drone, and create our South Park BID. It's been really difficult getting a quote from – I just emailed asking again.

I think I've mentioned that this is not a high priority. Before we spend more time, we need to figure out what WE want out of it. A quote doesn't have meaning without us knowing what we hope to accomplish first.